

**CITY OF ROCHESTER
DEPARTMENT OF COMMUNITY DEVELOPMENT
REQUEST FOR QUALIFICATIONS
CITY-WIDE MARKET ANALYSIS**

INTRODUCTION

The City of Rochester, Department of Community Development monitors physical, economic, and social conditions and trends relative to the City and engages, facilitates, and supports citizens in creating community and neighborhood visions and plans. It helps preserve, promote, and create quality housing. It encourages and regulates the appropriate use and development of land and construction of residential and commercial buildings so as to promote taxable value for the City.

Through this Request for Qualifications process, the Department intends to review the qualifications of interested parties who can prepare a city-wide housing market analysis and other housing studies. The analysis and other housing studies are key elements in the development of a new Housing Policy and Plan for the City of Rochester.

SETTING

Rochester is the third largest city in New York State with a population of 219,773. Rochester is also the largest city within the six-county Rochester Metropolitan Statistical Area (MSA).

Rochester's economy has been primarily manufacturing-based since the early 1900's. It has grown over the years largely through the development and manufacture of photographic, optical and precision equipment by Eastman Kodak Company, Xerox Corporation, and Bausch & Lomb. Over ninety optics and imaging firms, plus the imaging-related divisions of several other large firms are located in the Rochester region. The city has become nationally recognized as "The World's Image Center." Manufacturing currently accounts for about 20% of the total nonagricultural employment in the Rochester Metropolitan Statistical Area.

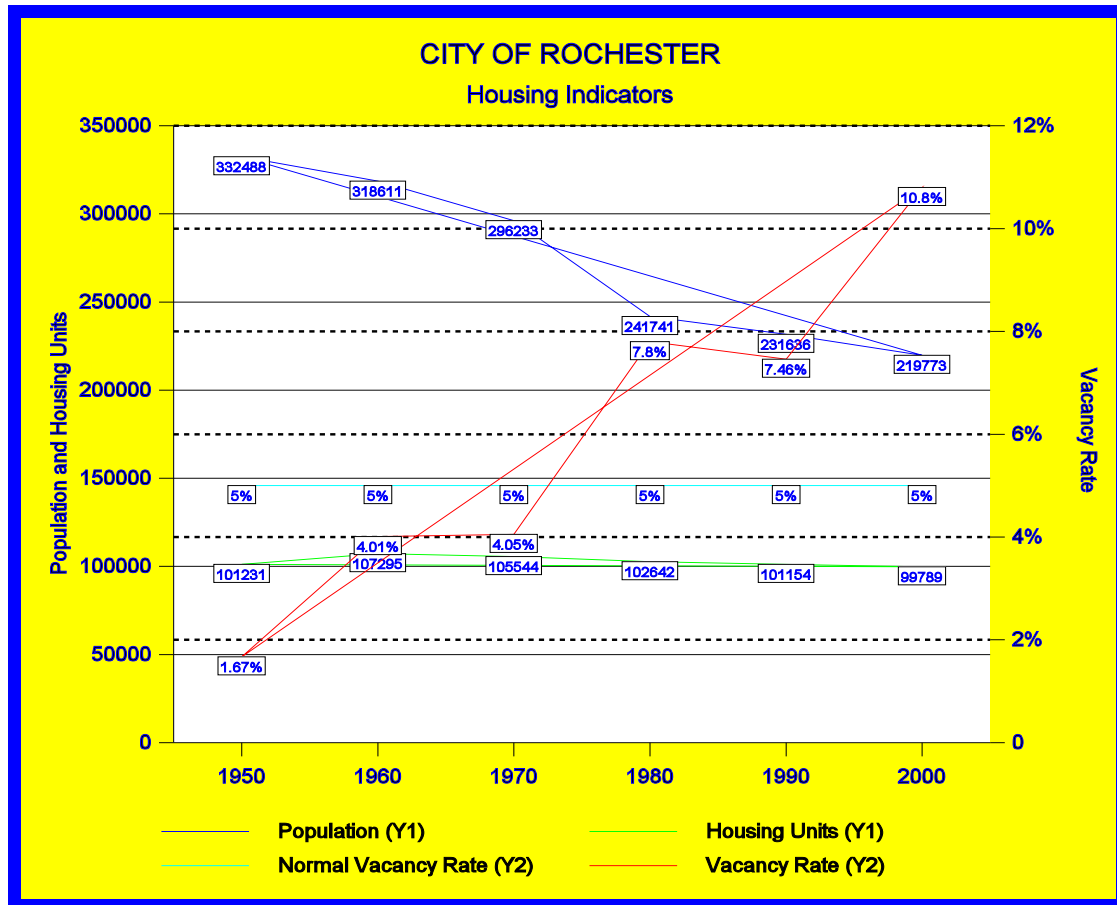
While Rochester's population has continued to decline since 1950, the number of housing units in the city has remained relatively constant. In 1950, there were 332,488 people living in 101,231 housing units. By 2000, there were 219,773 people living in 99,789 housing units.

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Given these changes in supply and demand, Rochester's housing vacancy rate has continued to climb for the past four decades. This trend is shown in the figure below. Rochester's housing vacancy rate was 10.8% in 2000 (a vacancy rate of 5% is considered normal).



The median home value in the city has decreased during the past thirty years. Median home values in the city dropped from \$67,344 in 1960 to approximately \$58,000 in 1998 (constant 1998 dollars). City property values have continued to experience modest declines. The city continues to have the lowest median home value of all the municipalities in the county. Median home value in the surrounding towns was approximately \$102,000 in 1998.

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Almost half of the single family homes within the city were built between 1910 and 1930. Additionally, almost 87% of the single family homes were built before 1950. Data regarding age of the city's housing stock is shown below.

AGE OF HOUSING STOCK (1,2,3 FAMILY) FOR CITY OF ROCHESTER			
	# houses built	% houses built	cumulative %
before 1920	23,425	44%	44%
1920-1930	16,476	31%	75%
1930-1940	3,918	7%	82%
1940-1950	2,476	5%	87%
1950-1960	4,185	8%	95%
1960-1970	768	1%	96%
1970-1980	304	0.5%	96.5%
1980-1990	992	2%	98.5%
1990-2000	701	1%	99.5%

SCOPE OF WORK

The objective of the analysis is to evaluate the City's current, future and potential housing market and provide recommendations to guide the development of a Housing Policy and Plan for the City of Rochester. The analysis may include, but is not necessarily limited to, the following topics:

- socio-economic trends and projections;
- housing characteristics and real estate market conditions;
- conditions of existing housing stock and obsolete housing;
- vacant buildings and land;

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- housing needs;
- neighborhood perceptions, strengths and weaknesses;
- neighborhood housing market conditions including perceptions, strengths and weaknesses;
- a survey of consumer housing preferences;
- market and government obstacles to developing housing and achieving market potential;
- financing and incentive programs to develop and maintain housing;
- identification of redevelopment strategies and market opportunities
- methodology for targeting federal and local community development resources to small neighborhood areas to produce measurable improvements; and
- recommendations for a Housing Policy and Plan.

If you choose to respond to this RFQ, please prepare (10) copies of your statement of qualifications and deliver them to:

Joe Mustico, Assistant to the Commissioner
Department of Community Development
City Hall, Room #125-B
30 Church Street
Rochester, New York 14614

Statement of qualifications must be received no later than 5:00 P.M. EST, May 19, 2006.

The Department reserves the right, in its sole discretion, to withdraw this RFQ or to determine not to enter into an agreement with any of the respondents.

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In the event that this RFQ is withdrawn by the Department or the Department determines not to enter into an agreement with any of the respondents, the Department assumes no liability whatsoever to any respondent for any costs or expenses incurred in connection with the RFQ or otherwise.

Technical questions about this RFQ should be submitted via email to the Office of the Commissioner (musticoj@cityofrochester.gov).

Replies will be made as quickly as possible. The City of Rochester web site (www.cityofrochester.gov) will be used to post answers that need to be made available to all interested parties. The city's web site should be checked periodically for the most up-to-date information regarding the project and this RFQ.

The schedule for this effort is as follows:

RFQ Issued	April 17, 2006
Response Due	May 19, 2006
Oral Presentations Conducted	May - June, 2006
Consultant Selected	June, 2006

TIME LINE FOR COMPLETION

The consultant will complete all phase of the work by November 30, 2006.

SUBMISSION REQUIREMENTS

All responses should be limited to 10 one-sided 8 ½" X 11" pages, except work samples, which may be included in a separate appendix. All statement of qualifications must contain the following information:

- A description of experience preparing a housing market analysis and housing studies.

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- A history of the firm, including the staff who will work directly on the project.
- Samples of up to five major housing market analysis or studies. Include the client and a contact who is able to provide a reference.
- A description of the approach to the project including methods employed to complete the work
- Any additional information that you believe would make your statement superior to others.
- Contact Information for the firm.
- Indicate if the firm has ever had a prior contract with any governmental entity terminated for any reason, and to provide an explanation.

SELECTION CRITERIA

A Selection Committee will evaluate and rank the responses based on the following criteria.

CRITERIA	POINTS
Experience preparing housing market analysis and studies for other cities	30
Quality of staff and availability	20
Samples of work and references	20
Experience with housing Issues	15
Approach and methods to complete the project	10
Local Preference	5
Total Points	100

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The Department reserves the right to request supplemental information.

The Selection Committee will may also consist of outside professionals who can provide additional expertise.

After review and ranking all submissions, the Department will invite selected firms to participate in interviews. After the interviews, the selected firms will be requested to prepare a detailed scope of work and a proposed budget. A final decision will be based on this submission.